



Idea Generation List S4SD 2013-2014

Main Campaign Events

- Series of videos on the morning announcements
- Blindfold challenges to simulate driving distracted
- Memorials to Michigan drivers killed in traffic accidents
- Pre and Post surveys to measure impact
- Lunch Drives to participate in simulators and vision goggles, take a AAA Parent Teen Driving Agreement and enter name in a drawing for a prize
- Distracted driving simulations with scooters, shopping carts, or blindfolds
- Impaired driving simulations with vision goggles on and trying to throw NERF balls, drive remote control cars, etc.

Promotional Materials

- Using the free Click it the Cricket costume and free coloring books during elementary school and hospital visits
- Purchasing posters, wrist bands, thumb bands, key chains, stickers, table tents for lunchroom tables, banners and t-shirts with funds
- Playing free Ford Driving Skills for Life videos at assemblies and on morning announcements
- Sending home the free Ford Driving Skills for Life Parent Letter to introduce the campaign
- Incorporating AAA Keys2Drive websites into parent outreach and PSA contests

Getting the Whole School Involved

- Ordering copies of the AAA Driver'sZed video and using them in health class as a prevention measure
- Statistics class calculating results of the pre and post test surveys to measure impact of campaign
- PSA contest (prize money as incentive) work with broadcasting teacher to give extra points to students who participated
- Campaign t-shirt design contest

- Creating a competition to see who can complete the Ford Driving Skills for Life “The Academy”
- Use school emails to send out free online surveys (pre and post test)
- Incorporating safe driving events into your usual spirit weeks
- English class using videos as writing prompts
- Photography class making posters about distracted driving for around the school
- Ask clubs to make posters with statistics and reminders
- Broadcasting class creates a story about the campaign, air for the entire schools and available to the community as well

Community Outreach

- Visiting elementary and middle schools in the community to start traffic safety education early
- While volunteering at local hospitals students can pass out traffic safety coloring books to the children
- Working with the local news station to spread the word about campaign messages and goals
- Contacting the local paper to cover campaign events
- Setting up an interview with the local radio station
- Getting parents involved with the Ford Driving Skills for Life Parent Letter
- Creating a Facebook or Twitter page to share campaign events, photos, and results
- Reaching out to national SADD (Students Against Destructive Decisions) chapters to share campaign ideas